

Message Text

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64

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 DRC-01 RSC-01 OPIC-12 XMB-07 /053 W
----- 006790

R 241802Z JUN 74

FM AMEMBASSY SAN SALVADORT

TO USDOC WASHDC

INFO SECSTATE WASHDC 5783

/AMEMBASSY GUATEMALA UNN

AMEMBASSY TEGUCIGALPA UNN

AMEMBASSY SAN JOSE UNN

UNCLAS SAN SALVADOR 2511

E.O. 11652 NA

TAGS; BEXP, ES

SUBJ: PRIVATE TRADE OPPORTUNITY (LA CONSTANCIA S.A.)

REF: STATE A-7974, OCTOBER 25, 1973

PLS PASS INFO BIC/OIM/LAD; OPIC; FCIA: EXIMBANK

1. 211/01/P0034.

2. 062474.

3. I DE PEDERAZA

4. 211 EL SALVADOR

5. Y--BREWERY AND SOFT DRINK BOTTLING PLANT.

6A. REPLY TO --

6B. JAMES A. BENSON, TECHNICAL ADVISOR.

6C. LA CONSTANCIA S.A.

(APARTADO POSTAL 101) PASEO INDEPENDENCIA 526 SAN SALVADOR EL SALVADO

R

7. CABLE: CONSTANCIA; TEL 22-0733: TEL

KL20192

8. C CO. REF; WTDR OF NOVEMBER 73.

9. 104-11 9A. DIRECT SALE (RESALE), ALSO EXCLUSIVE DISTRIBUTORSHIP.

10. DESCRIPTION.

2086087-0100. BEVERAGES WITH ADDED NUTRITIONAL VALUE. BUYER/
DISTRIBUTOR REQUESTS CIF-EL SALVADOR PORTS QUOTATIONS, AND
COMPLETE INFO ON THE REQUESTED BEVERAGES WITH SUPPLEMENTS
THAT COULD PROVIDE SOLID NUTRITIONAL VALUE TO THE CONSUMERS,
PRINCIPALLY FOR CHILDREN. BUYER ESTIMATES ANNUAL PURCHASES OF

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\$100,000 OF THE REFERENCED BEVERAGES. "LA CONSTANCIA" IS THE
SOLE BREWERY AND ONE OF THE FOUR SOFT DRING BOTTLING PLANTS

ESTABLISHED IN EL SALVADOR. THE FIRM HAS ABOUT 500 EMPLOYEES,
A FLEET OF ABOUT 15 DELIVERY AND SERVICING TRUCKS AND A WELL
ESTABLISHED CHAIN OF DISTRIBUTORS THROUGHOUT EL SALVADOR. ANNUAL
SALES ARE ESTIMATED AT ABOUT ONE MILLION US DOLLARS. THE
OWNERS OF THE FIRM HAS INVESTMENTS IN OTHER BUSINESSES AND OWN
VALUABLE COFFEE PLANTATIONS.
CAMPBELL

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NNN

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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